

RESIDENTIAL DEMOGRAPHICS
Continued

	Consumers			Cellular Customers	Pager Customers
	Total General Population	(708) Area Code	(312) Area Code		
SPOUSE'S EMPLOYMENT STATUS					
Employed and working full-time	59%	59%	58%	69%	68%
Employed and working part-time	9	10	7	6	7
Self employed	5	3	8	10	12
Unemployed	3	4	1	2	2
Retired	14	14	14	6	3
Homemaker	9	9	9	6	7
Disability	1	•	2	1	1
Student	1	•	1	—	1
Other	•	•	—	—	—
(Sample Size)	(396)	(242)	(149)	(276)	(121)
CHILDREN IN HOUSEHOLD					
Yes	37%	41%	33%	46%	49%
No	63	59	67	54	51
LENGTH OF TIME AT CURRENT ADDRESS					
Less than 1 year	12%	9%	14%	7%	10%
1 - 5 years	34	32	37	35	39
6 - 10 years	17	20	13	21	15
Over 10 years	35	37	34	35	30
All my life	2	2	2	3	6
(Sample size)	(803)	(401)	(402)	(440)	(224)

* Less than .5% response.

RESIDENTIAL DEMOGRAPHICS
Continued

	Consumers			Cellular Customers	Pager Customers
	General Population	708 Area Code	312 Area Code		
EMPLOYMENT					
Employed and working full-time	56%	55%	57%	64%	68%
Employed and working part-time	10	12	8	11	13
Self-employed	4	4	4	8	10
Unemployed	4	4	5	3	3
Retired	16	16	15	5	2
Homemaker	6	7	5	5	3
Temporarily laid off	*	*	1	—	—
Disability	1	1	1	*	—
Student	2	1	3	1	1
Other	1	1	1	1	1
MARITAL STATUS					
Single	32%	24%	40%	28%	39%
Married	49	60	37	62	52
Divorced	7	6	9	5	3
Separated	2	1	4	1	2
Widow/Widower	10	9	11	4	4
(Sample size)	(803)	(461)	(402)	(440)	(284)

* Less than .5% response

RESIDENTIAL DEMOGRAPHICS

	Consumers			Cellular Customers	Pager Customers
	Total General Population	(708) Area Code	(312) Area Code		
AGE:					
18 - 29 years	21%	18%	24%	23%	33%
30 - 39 years	23	22	23	27	29
40 - 49 years	23	24	21	24	28
50 - 59 years	12	13	10	15	3
60 - 69 years	9	9	9	7	2
70 years and over	10	10	10	2	1
<u>Combined Responses:</u>					
18 - 34 years	32	27	37	35	46
35 - 54 years	42	45	38	48	47
55 years and over	24	26	23	15	6
EDUCATION					
Grade school or less (Grade 1 - 8)	1%	1%	1%	*	4%
Some high school (Grade 9 - 11)	6	5	7	2%	23
Graduated high school	25	25	25	20	1
Vocational school Technical school	2	2	2	1	22
Some college - 2 years or less	18	15	21	17	13
Some college - more than 2 years	9	10	9	11	26
Graduated college	29	33	25	36	10
Post graduate work	10	10	11	12	*
(Sample Size)	(803)	(401)	(402)	(440)	(234)

* Less than .5% response

DO YOU USE PAGERS

CUMULATIVE PERCENTAGE

	Consumer			Cellular Customers	Pager Customers	Total Business
	Total Customers (1,000)	700 Area Sample	(912) Area Sample			
Yes	21%	19%	23%	35%	100%	39%
No	79	81	77	65	---	59
Refused/NA	*	---	*	*	---	2
Sample size	(100)	(401)	(402)	(440)	(234)	(200)

* Less than .5% response

June, 1994

1-800-333-3333: NO MORE CONFUSING CELLULAR MOBILE CALLS

100-443887-100

	Consumer			Cellular Customers	Paper Customers	Total Business
	Total Cellular Population	(708) Area Code	(312) Area Code			
None	6%	5%	8%	5%	3%	1%
1% - 19%	5	4	6	6	6	3
20% - 39%	5	5	6	6	10	8
40% - 59%	14	14	16	13	10	28
60% - 79%	9	11	6	11	13	19
80% - 89%	11	10	12	10	11	9
90% - 99%	29	31	26	31	28	27
100%	18	17	19	17	17	3
Don't know/Refused/NA	3	4	2	2	1	8
Mean	71%	72%	68%	72%	70%	66%
Sample size	(250)	(163)	(103)	(440)		(113)

PERCENTAGE OF INBOUND CELLULAR MOBILE CALLS

Source: Consumer Market Analysts, Inc. Survey of Cellular Mobile Customers, June 1994

	Consumer			Cellular Customers	Pager Customers	Total Business
	Total Customers	1709 Customers	(112) Customers			
None	19%	18%	19%	18%	18%	4%
1% - 9%	15	15	14	18	15	14
10% - 19%	15	15	14	14	15	15
20% - 29%	12	12	13	13	14	14
30% - 39%	5	6	2	4	5	6
40% - 49%	3	3	2	3	5	3
50% or more	29	26	34	28	28	37
Don't know/Refused/NA	3	4	3	3	1	7
Mean	28%	27%	31%	28%	29%	34%
Sample Size	(1709)	(1709)	(103)	(440)	(155)	(113)

DOES THE FOLLOWING PERSON HAVE A BUSINESS CARD?

2000 Survey of Consumer Habits and Attitudes: Does the following person have a business card?

	Consumers			Cable Operators	Paper Publishers	Total Business
	Total Sample	Men	Women			
Yes	24%	20%	29%	21%	21%	20%
No	68	70	65	73	76	78
Don't have a business card	5	5	4	3	2	—
Don't know	4	5	2	3	1	3
Sample size	1,221	610	611	1,221	1,107	1,119

PRIMARY USE OF CELLULAR OR MOBILE PHONE

Q11. How do you use your cellular or mobile phone? (Select all that apply) *for business or for personal use?*

	Total Cellular Customers	Pager Customers
Personal use	49%	29%
Business use	23	36
Both	28	36
Don't know/Refused/NA	*	---
Sample size	2,401	(166)

NOTE: This question not asked of business respondents.

* Less than .5% response

CELLULAR OR MOBILE PHONE

Do you have a cellular or mobile phone number printed on your business card?
Do you use cellular or mobile phones?

	Small Business	Medium Business	Large Business	Total Business	Non-Business	Total
Yes	33%	41%	26%	100%	66%	57%
No	67	59	74	---	34	42
Don't know/Refused/NA	*	1	*	---	---	2
(Sample size)	(303)	(407)	(2402)	(440)	(234)	(200)

* Less than .5% response.

NOTE: This question not asked of business respondents.

Q22A. Do you have a plan for your personal computer?

	Consumers			Cellular Customers	Pager Customers
	Total Surveyed Percent	(708) Ages 18-34	(312) Ages 35-54		
Yes	46%	49%	42%	55%	52%
No	51	47	52	43	46
Don't know	2	4	1	2	2
(N=1,020)	(507)	(209)	(108)	(262)	(126)

NOTE: This question not asked of business respondents.

PERSONAL COMPUTERS

Do you have a personal computer?

	Consumers				Cellular Customers	Pager Customers
	Total General Population	(708) Area Code	(312) Area Code			
Yes	41%	47%	34%	60%	54%	
No	59	53	66	41	46	
				(40)	(234)	

NOTE: This question not asked of business respondents.

HOME TELEPHONE LINES IN HOME

Q11. How many telephone lines do you have in your home?

	Consumers			Cellular Customers	Pager Customers
	Total General Population	(708) Area Code	(312) Area Code		
One	77%	79%	75%	61%	62%
Two	19	17	20	28	27
Three	4	3	4	8	8
Four or more	1	1	1	3	4
Don't know/Refused/NA	*	---	*	*	---
Sample size	(803)	(401)	(402)	(440)	(234)

* Less than .5% response.

NOTE: This question not asked of business respondents.

ADDITIONAL SUGGESTIONS AND COMMENTS

Qp4 Additional suggestions/comments

	Customers With Additional Suggestions/Comments					
	Cellular Customers	Pager Customers	Total Business	Cellular Customers	Pager Customers	Total Business
Keep the present system/Leave all area codes as is/I like it the way it is	14%	12%	16%	12%	21%	4%
Geographic boundaries would be better/It should be done geographically	13	11	16	17	16	28
Dialing 10 digits will be a hassle/This would be too many numbers	11	12	10	8	9	9
I don't think that the rates will stay the same/ What will it cost?/Don't charge extra	8	5	10	5	5	—
Keep the plan as simple as possible	8	7	8	9	5	13
If they need all these extra numbers, they should just add a couple of digits to the regular phone number/Add another digit, making an eight digit phone number	7	7	6	6	9	9
Change numbers for beepers/cellular phones and fax machines/should be a designated area code for cellular phones/pagers	6	10	3	8	9	6
Sample Size	(80)	(57)	(97)	(86)	(57)	(53)

NOTE: A complete listing of responses can be found in The Data Tabulations.

HOME TELEPHONE LINES IN HOME

How many telephone lines (including pay phones) do you have in your home?

	Landline Customers			Cellular Customers	Pager Customers
	All Customers	Business Customers	Residential Customers		
One	77%	79%	75%	61%	62%
Two	19	17	20	28	27
Three	4	3	4	8	8
Four or more	1	1	1	3	4
Don't know/Refused/NA	*	---	*	*	---
Number of respondents			(40)	(440)	(234)

* Less than .5% response.

NOTE: This question not asked of business respondents.

REFERENCE FOR WIRELESS PLAN WITH FREE REPROGRAMMING

Q3C. If you had the option for reprogramming cellular phones or pagers with the Wireless Plan, would this change your preference?

Response	Customers with Questions/Concerns about Reprogramming					
	Cellular Customers	Cellular Customers with Questions/Concerns	Cellular Customers with Questions/Concerns	Cellular Customers with Questions/Concerns	Pager Customers	Total Business
Yes	20%	---	28%	40%	50%	---
No	70	100%	57	50	50	86%
Don't know	10	---	14	10	---	14
(Sample Size)	(10)	(6)	(10)	(10)	(8)*	(7)*

* Caution: Small Sample Size

SECTION 15: CHARGES FOR THE WIRELESS OPTION

Table 15: Charges for the Wireless Option

	Customers Preferring Overlay Plan				Total Business
	10%	7%	13%	10%	
Yes	90	94	87	90	16%
No					84
Total					(43)

REASONS FOR PREFERRING THE OVERLAY PLAN

Q88. Why do you prefer the Overlay Plan?

	Customers Preferring Overlay Option					
	Cellular Customers	Landline Customers	Cellular Customers	Cellular Customers	Pager Customers	Total Business
Seems more simplified/Can understand it better/Less complicated/Easier	30%	30%	31%	33%	26%	16%
It would be better/Sounds better/I just like it	9	9	10	8	8	5
I don't have a cellular phone/pager	8	9	8	3	2	---
I wouldn't want to get my cellular phone reprogrammed	6	7	6	8	17	5
It is pretty much what I am used to	6	8	4	4	9	5
It would be more convenient	5	8	3	6	---	14
I don't use it, so it won't affect me/It wouldn't matter	3	5	1	2	---	2
It would leave your home number the same	3	4	1	3	2	---
Only impacts the new customers/Only new customers would have new area codes	2	---	4	2	6	12
As long as the area code doesn't change/It will not change the 312 area code	2	---	4	4	2	---
It makes more sense/More reasonable	2	1	2	1	---	2
(Sample Size)	(198)	(83)	(105)	(102)	(53)	(43)*

* Caution: Small Sample Size

NOTE: A complete listing of all responses can be found in The Data Tabulations.

REASONS FOR PREFERRING THE OVERLAY PLAN

Q88 Why do you prefer the Overlay Plan?

	Reasons for Preferring the Overlay Plan					
	Cellular Customers	Landline Customers	Both Cellular and Landline Customers	Other Customers	Pager Customers	Total Business
Seems more simplified/Can understand it better/Less complicated/Easier	30%	30%	31%	33%	26%	16%
It would be better/Sounds better/I just like it	9	9	10	8	8	5
I don't have a cellular phone/pager	8	9	8	3	2	---
I wouldn't want to get my cellular phone reprogrammed	6	7	6	8	17	5
It is pretty much what I am used to	6	8	4	4	9	5
It would be more convenient	5	8	3	6	---	14
I don't use it, so it won't affect me/It wouldn't matter	3	5	1	2	---	2
It would leave your home number the same	3	4	1	3	2	---
Only impacts the new customers/Only new customers would have new area codes	2	---	4	2	6	12
As long as the area code doesn't change/It will not change the 312 area code	2	---	4	4	2	---
It makes more sense/More reasonable	2	1	2	1	---	2
Sample Size	(125)	(125)	(105)	(102)	(53)	(431)*

* Caution: Small Sample Size

NOTE: A complete listing of all responses can be found in The Data Tabulations.

WHETHER PREFERENCE FOR WIRELESS IS BASED ON
 WITH A KNOWLEDGE OF HAVING TO GO TO DISTANCE
 NUMBER REGARDLESS OF AREA

084. Now, if you were to use a mobile phone, would you be more likely to use a mobile phone that is not a pager, or would you be more likely to use a pager? (Please indicate your preference for the mobile phone, whether or not you have a mobile phone, and whether or not you have a pager. Please indicate your preference for the mobile phone, whether or not you have a mobile phone, and whether or not you have a pager.)

	6%	4%	9%	10%	10%	Total Business
Yes	91	94	89	90	89	10%
No	2	3	2	1	2	87
Don't know						3
Sample Size						(145)

06

	AT&T Business Plan	Verizon Business Plan	Verizon Business Plan with Unlimited Text	Verizon Business Plan with Unlimited Text and Data	Verizon Business Plan with Unlimited Text and Data and Internet	Total Business Plan
The Wireless Plan	67%	69%	64%	69%	71%	73%
The Overlay Plan	25	23	26	23	23	22
Makes no difference	4	3	4	2	1	1
Other	•	•	•	•	---	---
None/Neither option	3	3	4	4	4	2
Don't know/Refused/NA	2	2	1	2	1	4
Sample Size	(65)	(61)	(62)	(44)	(234)	(200)

* Less than .5% response

REACTIONS TO THE WIRELESS PLAN

Q7

	Cellular Subscribers	Pager Subscribers	Cellular Subscribers	Pager Subscribers	Total Business
It sounds good/Good idea/I like it better/Easier/ Makes more sense/More reasonable	45%	44%	45%	45%	47%
I don't have a pager or cellular phone/I don't call pagers or cellular phones/I don't like cellular phones	12	11	12	2	4
It wouldn't affect me/I don't care/It wouldn't bother me either way	11	13	9	5	6
I don't like the idea/I don't agree with it/I am not interested in it	7	4	10	9	9
It would be easier to distinguish cellular phones/pagers compared to home phones	7	8	5	7	6
It would be inconvenient for reprogramming/I would have to take my cellular phone in to get it reprogrammed	5	7	4	11	10
It sounds too complicated/Sounds more complicated than the Overlay Plan/More confusion	5	3	6	8	5
There would be too many numbers to dial/Disadvantages is dialing additional numbers	4	4	4	4	3
It would just affect the cellular phones and pagers	4	1	6	5	6
(Sample Size)	(403)	(401)	(402)	(440)	(234)

NOTE: A complete listing of responses can be found in The Data Tabulations.

June, 1994

REACTIONS TO THE OVERLAY PLAN

	Landline Customers	Mobile Customers	IS-129 New Users	Cellular Customers	Pager Customers	Total Business
It would be confusing/May become confusing to tell which area code to dial/It would be too complicated	22%	26	17%	22%	24%	13%
It doesn't sound good/Not very fond of it/I wouldn't like it/I don't like it/Disadvantage	21	18	24	26	28	38
Would be OK/Would accept it/Reasonable/It could work and we would adjust/I would use it/Sounds good	16	11	22	17	15	12
It would be more numbers to dial/I don't want to dial 10 digits/Too many numbers	16	18	16	14	15	25
It will be more difficult to remember the numbers	7	10	4	6	5	15
No problem with it/It's not that big of a deal	6	9	3	5	3	3
I like the Wireless Option better	3	5	2	4	3	1
It wouldn't matter/I don't care	3	4	2	2	2	6
I like it the way it is now/Keep it the way it is now	3	3	4	2	2	1
Sample Size			(402)	(440)	(234)	(200)

NOTE: A complete listing of all responses can be found in The Data Tabulations

SPECIFIC CONCERNS ABOUT THE 708 AREA CODE ADDITION

054 - What Concerns Did You Have About The 708 Area Code Addition						
Concern	Overall			Cable Customers	Paper Customers	Total Business
	Percent	Count	Count			
That calls to the new area code would be a long distance call/Charged long distance rates/ I thought the company was going to raise rates	48%	42%	55%	45%	37%	19%
It's hard to remember to use the new area code/I had to get used to it	12	18	6	9	15	8
It causes confusion	8	2	15	9	11	3
Some concern about relatives who were out of state/I wanted to make sure my daughters were under the same area code/People from out of town would not be aware of the new area code	6	11	---	7	4	---
What area would it affect and why?/I would like to know why it was started	5	---	9	6	9	---
I thought it would be a nuisance but it wasn't/After I started using it there was no problem	3	5	---	2	---	---
We had to reprint business cards and stationary	2	4	---	2	2	---
Political/I felt as though it was a political thing	2	---	4	---	---	---
SAMPLE SIZE		(100)	(51)	(85)	(46)	(36)*

*Caution: Small Sample Size

NOTE: A complete listing of responses can be found in The Data Tabulations.

WHETHER CUSTOMERS HAD CONCERNS
ABOUT THE 708 AREA CODE ADDITION

Q5. Are you concerned about the 708 area code addition?

	Chicago Area	Chicago Suburb	Chicago Metropolitan Area	Other Illinois	Other Midwest	Total Sample
Yes	14%	14%	13%	19%	20%	18%
No	86	85	86	81	80	81
Don't know/Refused/NA	1	1	.	.	.	2
Sample Size	105	141	103	140	234	723

* Less than .5% response